



CAVA DEL SOLE

The entrance door to Matera 2019



E U R O P E A N C A P I T A L O F C U L T U R E

MATERA 2019

The city

Matera is a unique place that surprises, captures, confuses, which raises in anyone who knows it, lives there, visits it for the first time, deep thoughts and emotions. Walking in the streets of the ancient Rioni Sassi, looking from a distance at the plateau of Murgie or at the city centre, visiting one of its extraordinary tuff quarries, you breathe a dimension of time and space like few equal, becoming aware, in a single stroke of beauty, of the fragility, the harmony and the complexity of these spaces.



E U R O P E A N C A P I T A L O F C U L T U R E

MATERA 2019



MATERA 2019
OPEN FUTURE

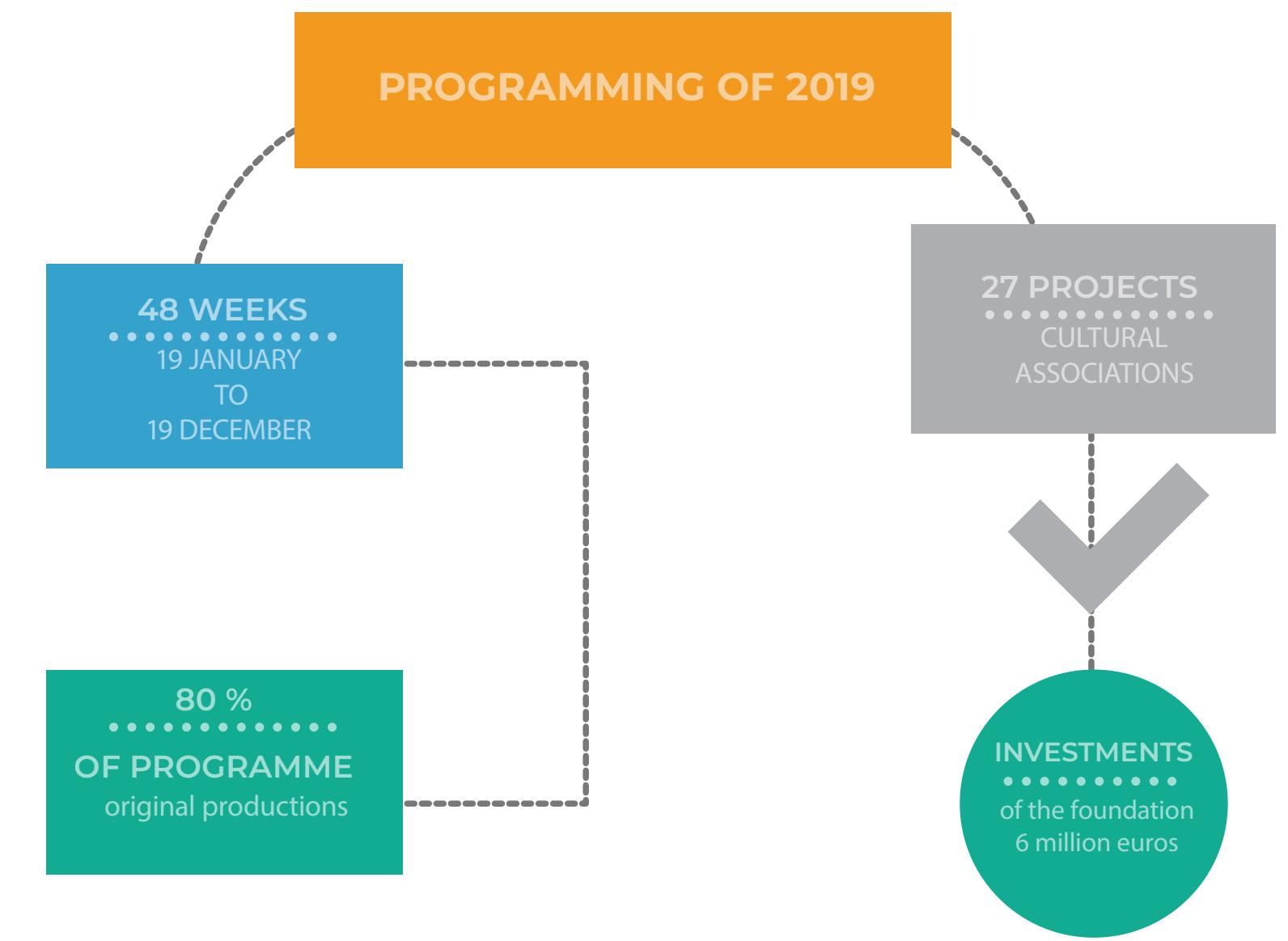
The event

A total investment of **48 million** euros, part from regional funds (€ 11 million), part from national funds (€ 30 million) and part from private funds (€ 7 million) used for the creation of the cultural programme from the beginning of the bid.

The 2019 programme consists of **48 weeks**, from 19 January to 19 December 2019.

Half of the cultural programme, 27 projects, is realised by local cultural associations with an investment of the Fondazione of 6 million euros. These projects are involving, directly and indirectly, about 3 thousand Lucanians and approximately a hundred international partners in the production and construction phase. **117 artists** and curators have been involved. 27 European countries are participating, and, directly and indirectly, all the Italian regions have been involved.

80 percent of the cultural programme is characterised by original productions. The preparation lasted **7 years**, from 2011 to 2018. The staff of Matera 2019 consists of 60 people, in particular young people aged between 25 and 40. At the moment **the sponsors are 12**, 6 national and 6 local.



STAFF



60 persons

25 years old 40 years old

SPONSORS



12 sponsors

6 National 6 Local

EUROPEAN CAPITAL OF CULTURE

MATERA 2019

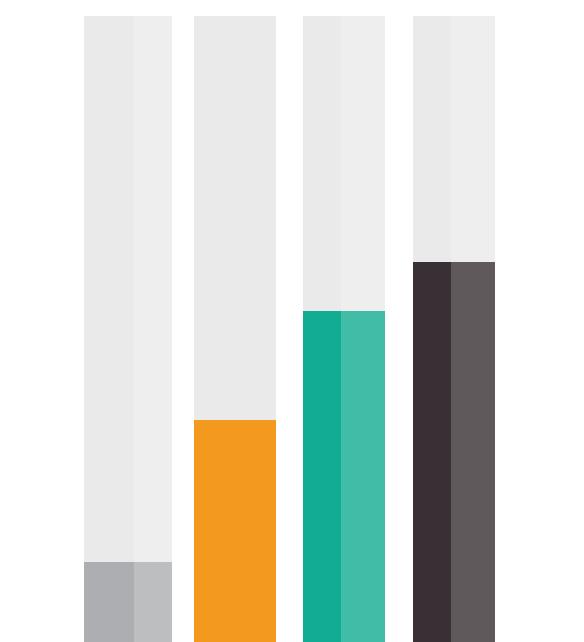
The tourism

The touristic flows in **2017** recorded 450,000 visits (including 320,000 Italian tourists and 130,000 foreigners), compared to 200,000 in **2010** and an increase of 10 percent compared to **2016**.

In 2018 an increase of 15 percent is expected, leading to a forecast of **515,000 visits**.

In the last decade of strong touristic growth in Matera, the highest annual increase rate was reached in 2015 with a + 44% visits: in October 2014 Matera has been officially designated European Capital of Culture 2019.

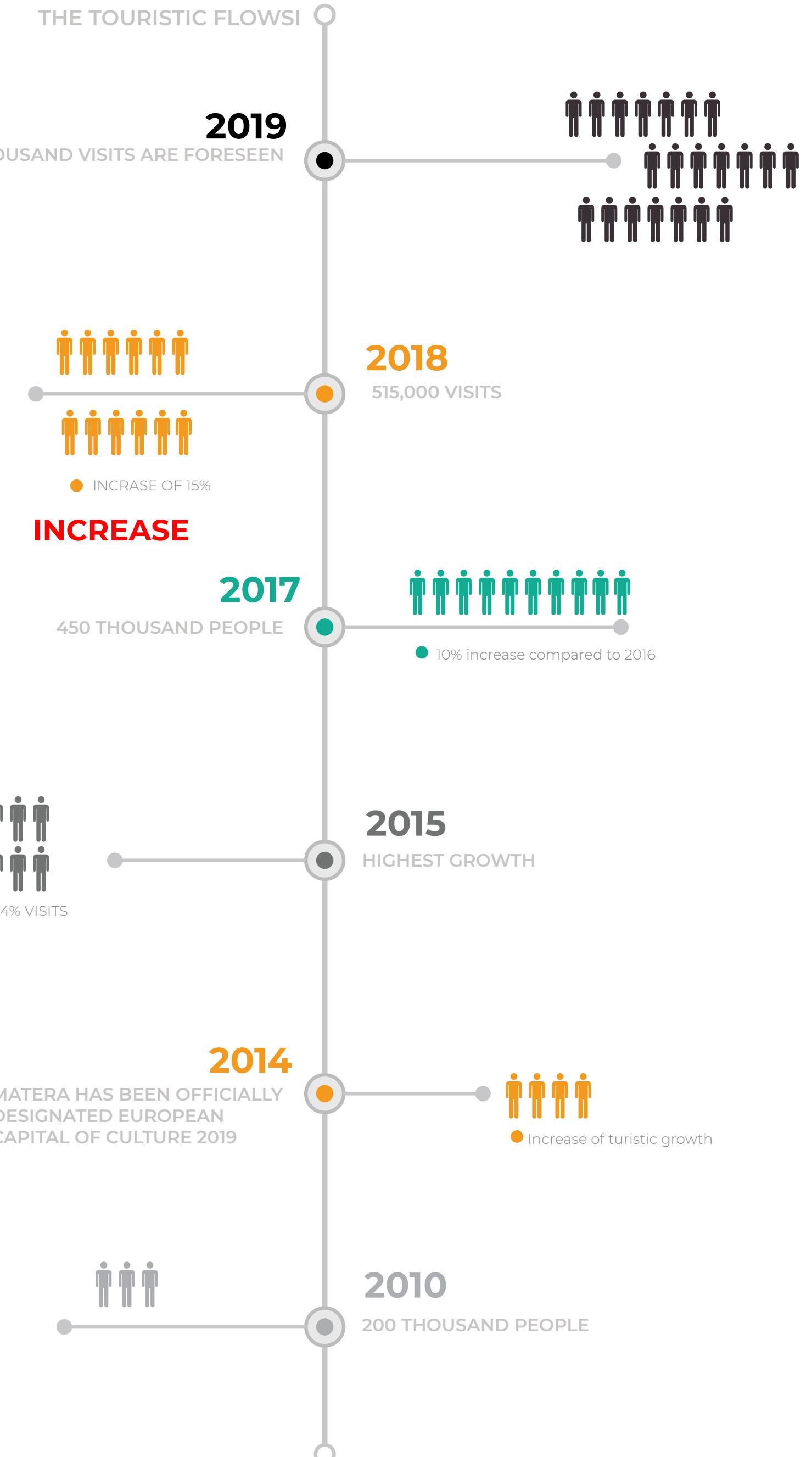
For **2019** it is expected an annual flow of 700 thousand visitors in over 12 months.



TOURISTIC FLOWS

INCREASE OVER THE YEARS

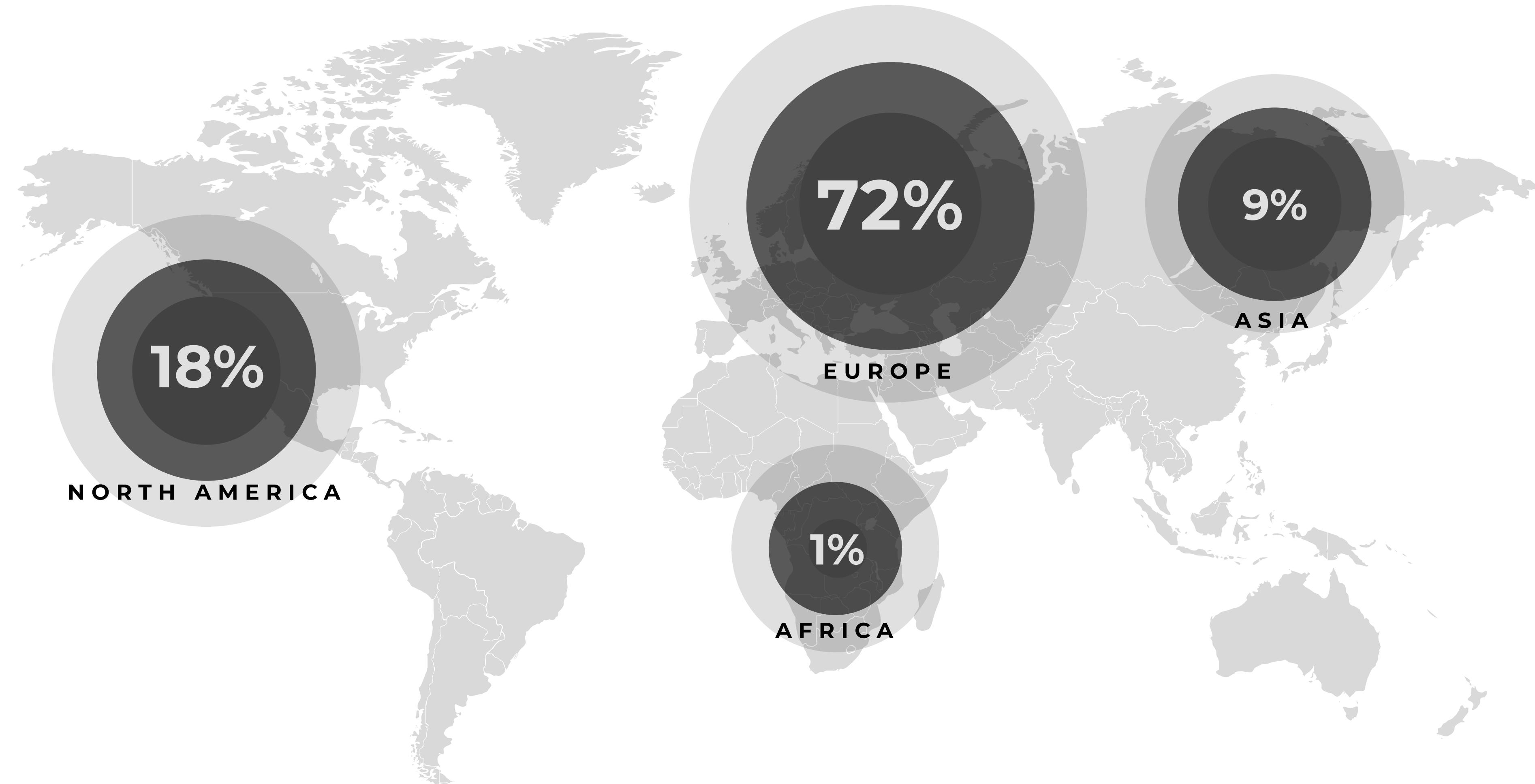
- 2010
- 2015
- 2018
- 2019



INCOMING

TOURIST FLOWS

Nationality/origin of tourists visiting Matera



EUROPEAN CAPITAL OF CULTURE

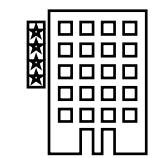
MATERA 2019

NEW YORK TIMES

The 52 Places traveler: two versions of the Slow Life in Central and Southern Italy

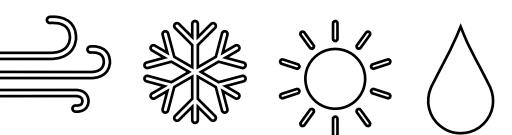
<https://www.nytimes.com/2018/10/02/travel/52-places-bologna-and-matera-italy.html>

HOSPITALITY



- 5-4-3 stars hotels in the Sassi area and in the city centre
- hotels with conference facilities
- excellent food and wine
- green approach, respectful of the territory

CLIMATE



- medium temperature:
- coldest month: January, + 6 °C
- warmest month: August, + 25 °C



A Warm Welcome in Matera

Luggage still in hand, two minutes after arriving in one of the oldest sectors of the ancient southern Italian city of Matera, I wandered onto a [viewpoint balcony](#) near the main square of Piazza Vittorio Veneto and into utter awe.

Below me and before me were tiers upon tiers of buildings in pale gold and white stone, leading to a valley of more pale stone, and another steep hill in the distance filled with tier upon tier of the same. It felt like looking at a city on the moon, or standing on the world's largest wedding cake. The sheer feat of human endeavor that had created this gleaming expanse was overwhelming. I was shocked to find out it has never been used as a shooting location for the "Star Wars" universe. But it has been a double for ancient Jerusalem in many a biblical movie, including Mel Gibson's "The Passion of the Christ," which filmed here in 2004, and is credited for being a major factor in boosting the city's tourism profile.

EUROPEAN CAPITAL OF CULTURE

MATERA 2019

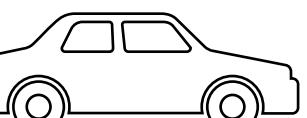
How to reach Matera ?

PLANE



From BARI: 29 European destinations, 16 in ITALY - 1h by car
From BRINDISI: 17 European destinations, 11 in ITALY - 1h50min by car

CAR

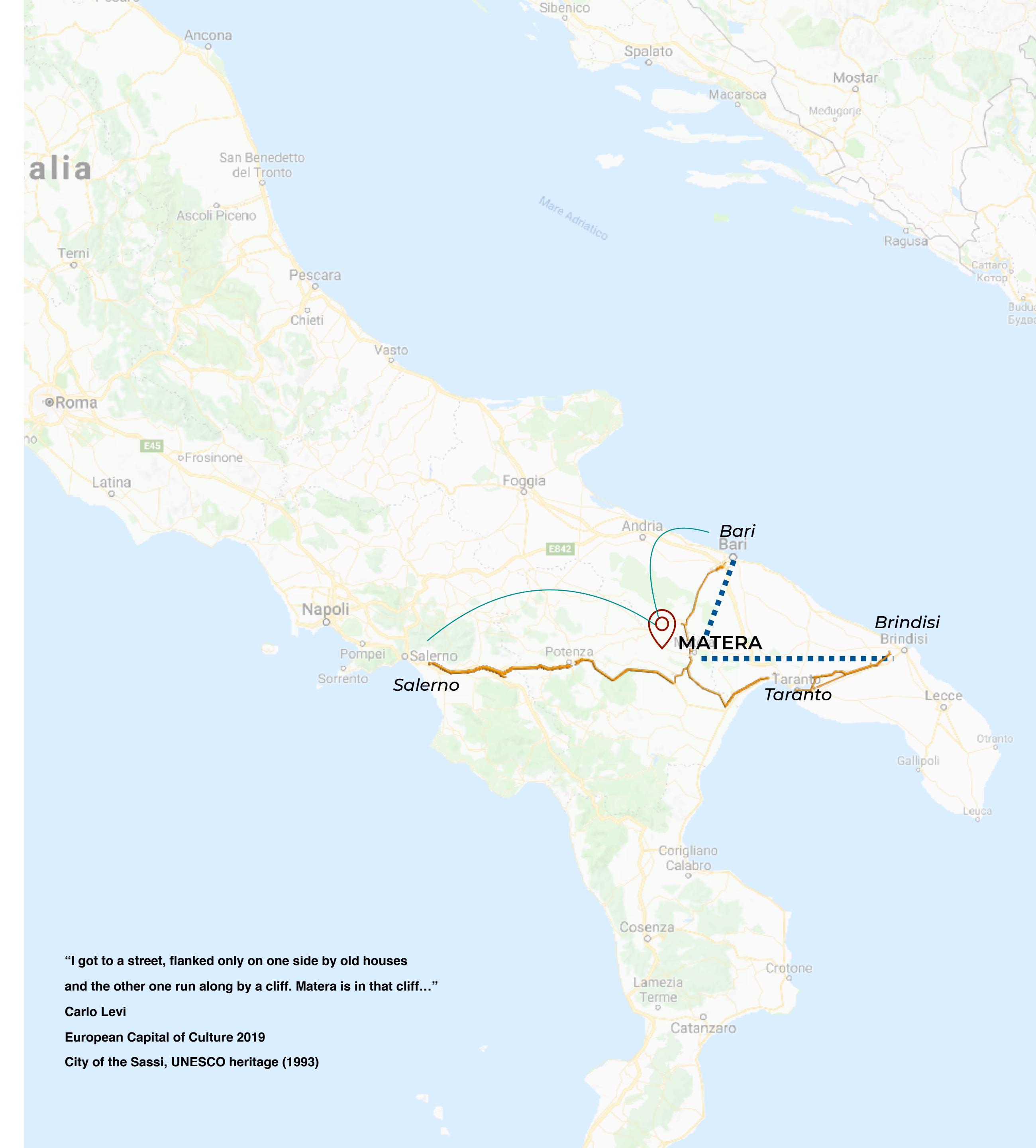


From BARI: 45m
From BRINDISI: 1h45min
From SALERNO: 2h30min
From TARANTO: 1h

TRAIN



From Salerno : 2h18min
From Bari: 1h 57min



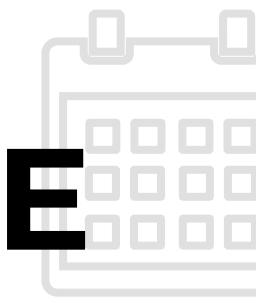
"I got to a street, flanked only on one side by old houses and the other one run along by a cliff. Matera is in that cliff..."

Carlo Levi

European Capital of Culture 2019

City of the Sassi, UNESCO heritage (1993)

MATERA 2019 TIMELINE



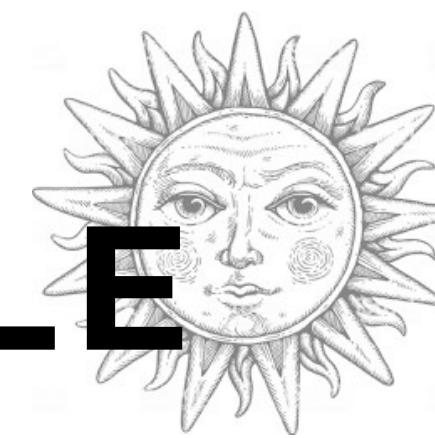
Opening	February	March	April	July
<p>January 19th Opening Ceremony</p>	<p>February 14th March 14th Circus</p>	<p>March 08th - 18th The poetics of shame March 07th - 24th Theatre and new myths</p>	<p>Story lines: The Lucanian ways</p>	<p>July 1st, 2nd, 3rd International guest concerts July 19th - 21st Voices of the spirit July 24th Concert of the RAI National Orchestra</p>

August	October	November	December	Closing
<p>August 29th September 1st Open sound</p>	<p>September 27th October 13th Theatre and new myths</p>	<p>November 29th December 1st Silent city</p>	<p>December 5th - 8th Wave December 12th - 15th Quantum danza</p>	<p>December 20th Closing Ceremony</p>



MATERA

CAVA DEL SOLE



La location

In this area the city and its stones were born, the rocks to build the city have been taken from here starting from the 1600s, through the work of man, who have been able to transform nature into design and creative energy.

The belly from which the city of Matera was created, hand-carved one block of tuff at a time, the quarry has a huge spatial and emotional power, a sort of outdoor cathedral unique in the world since it has been built with the chisel but by subtraction instead of addition.

Here the all-Italian genius has been able to dominate and shape matter imagining and outlining its future by applying to nature energy and talent to create a landscape that is at the same time made of art and poetry.

The Quarry of the Sun finds today a new use and set-up as an exclusive and unpublished location perfect for great events and artistic performances giving strong emotions in an extraordinary setting. A unique moment in history becomes available for the first time.

Expected numbers 2019-2022

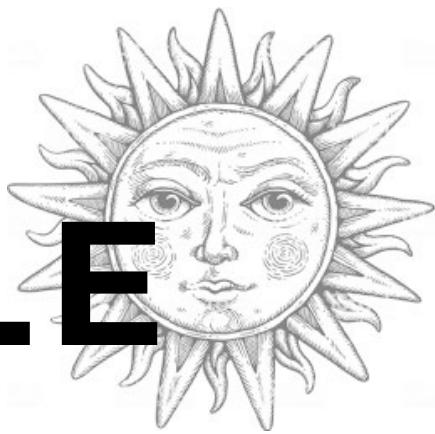
44 million visitors

500 events

200 hrs of live tv, radio and streaming

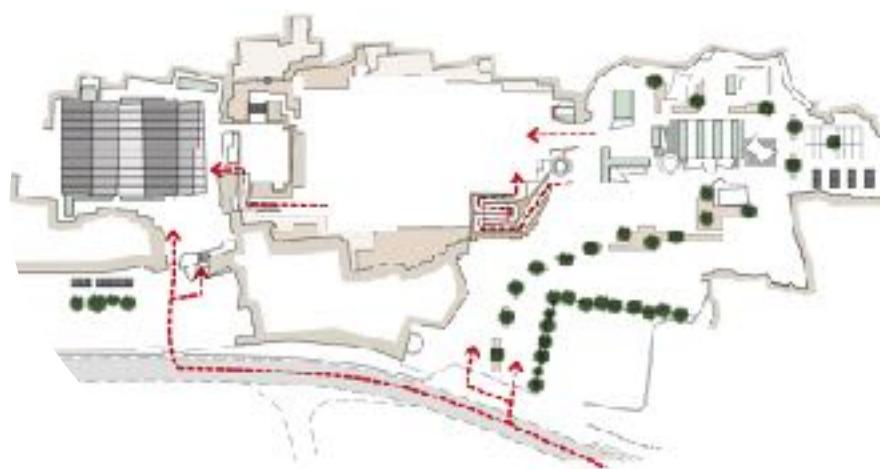
MATERA

CAVA DEL SOLE

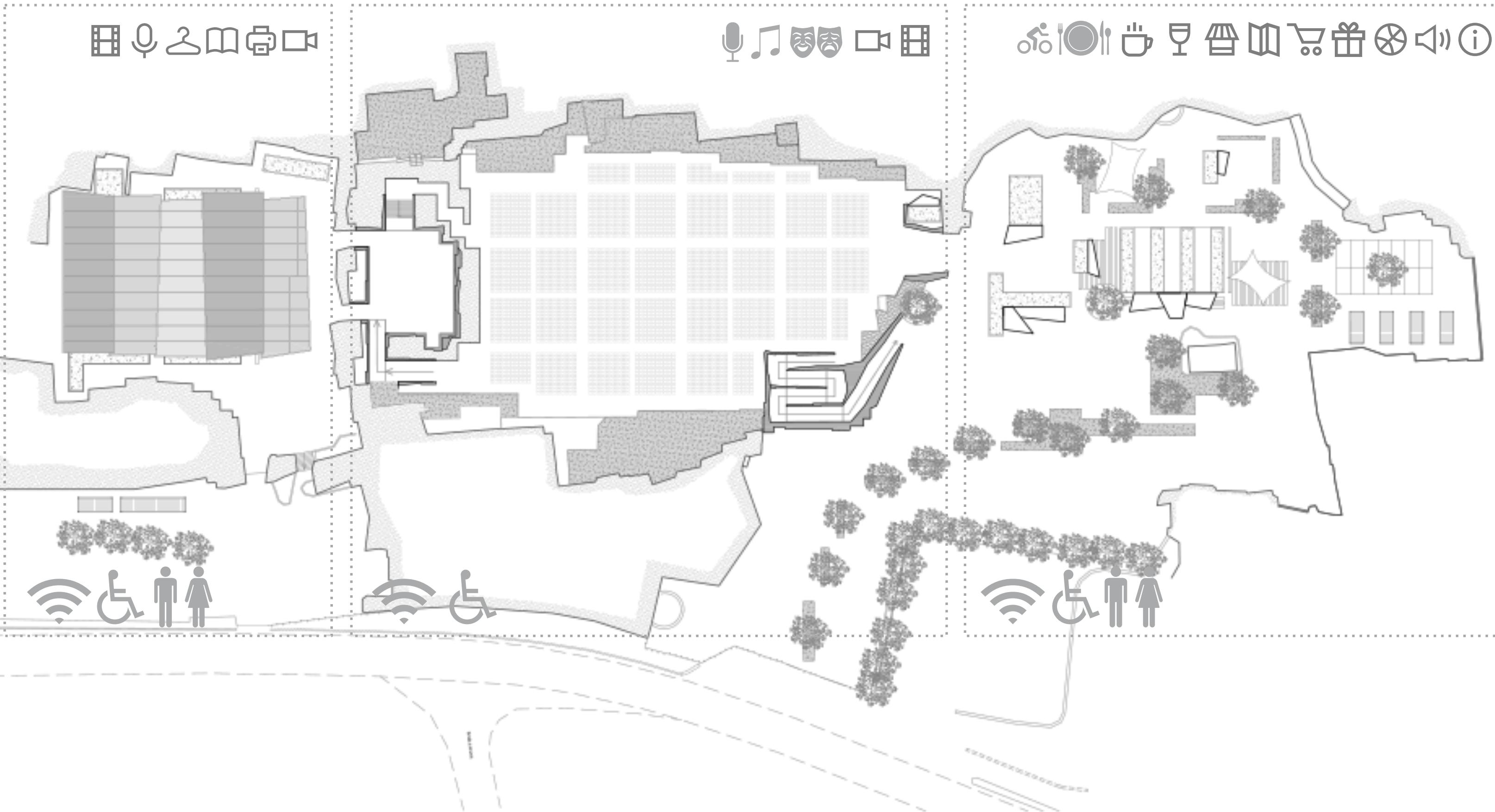


The area

And so a new landscape is born, made of memory and sensibility towards a place, anthropized since its origins, which more than ever today turns its gaze towards the future. The project is divided into three main areas: the Village, the Arena, and finally the closed Hall in the small quarry.



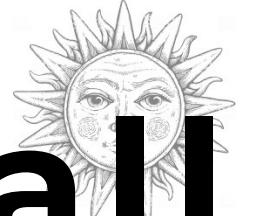
The Hall



The Arena

The Village

C A V A D E L S O L E M A T E R A



The Hall

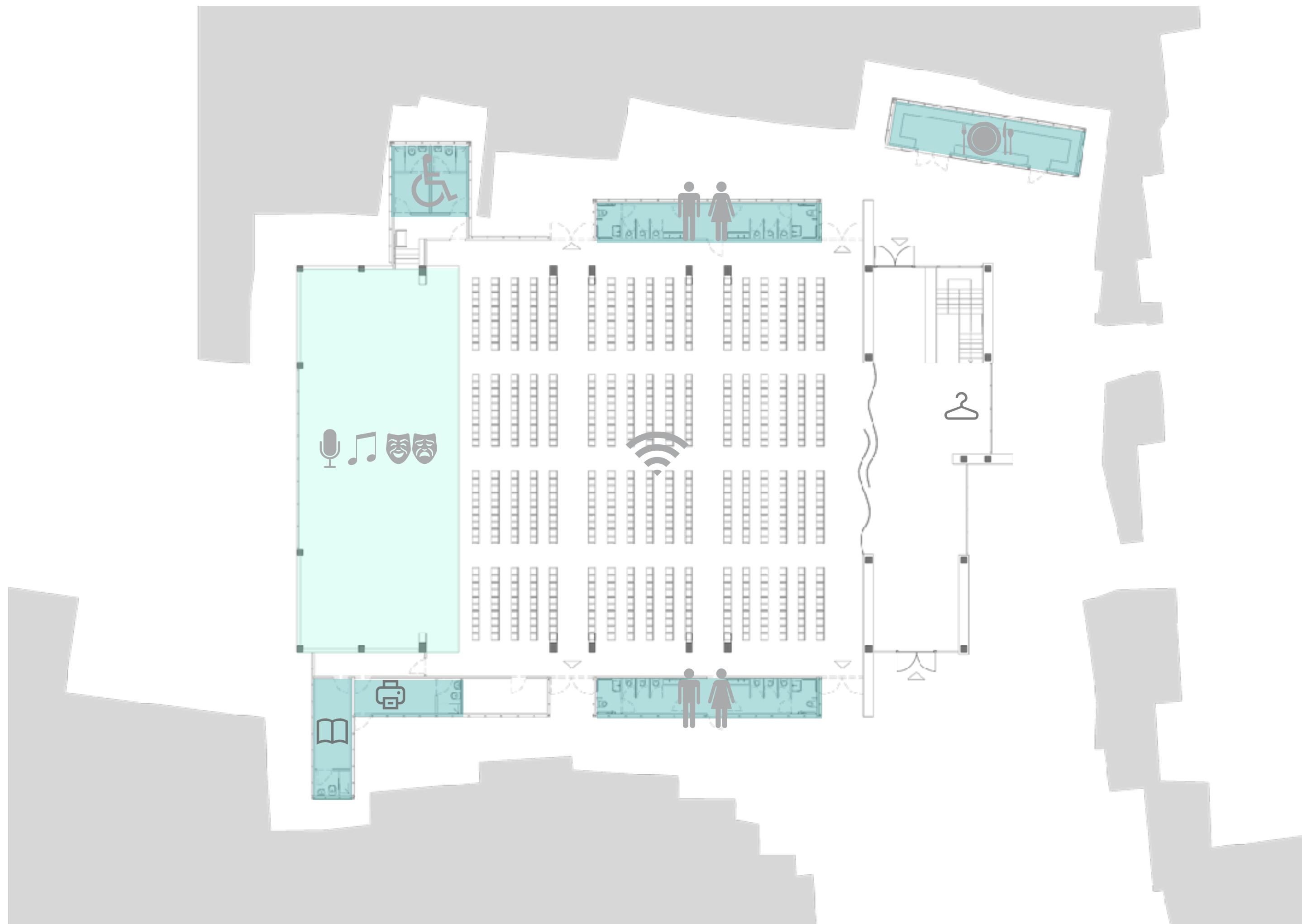
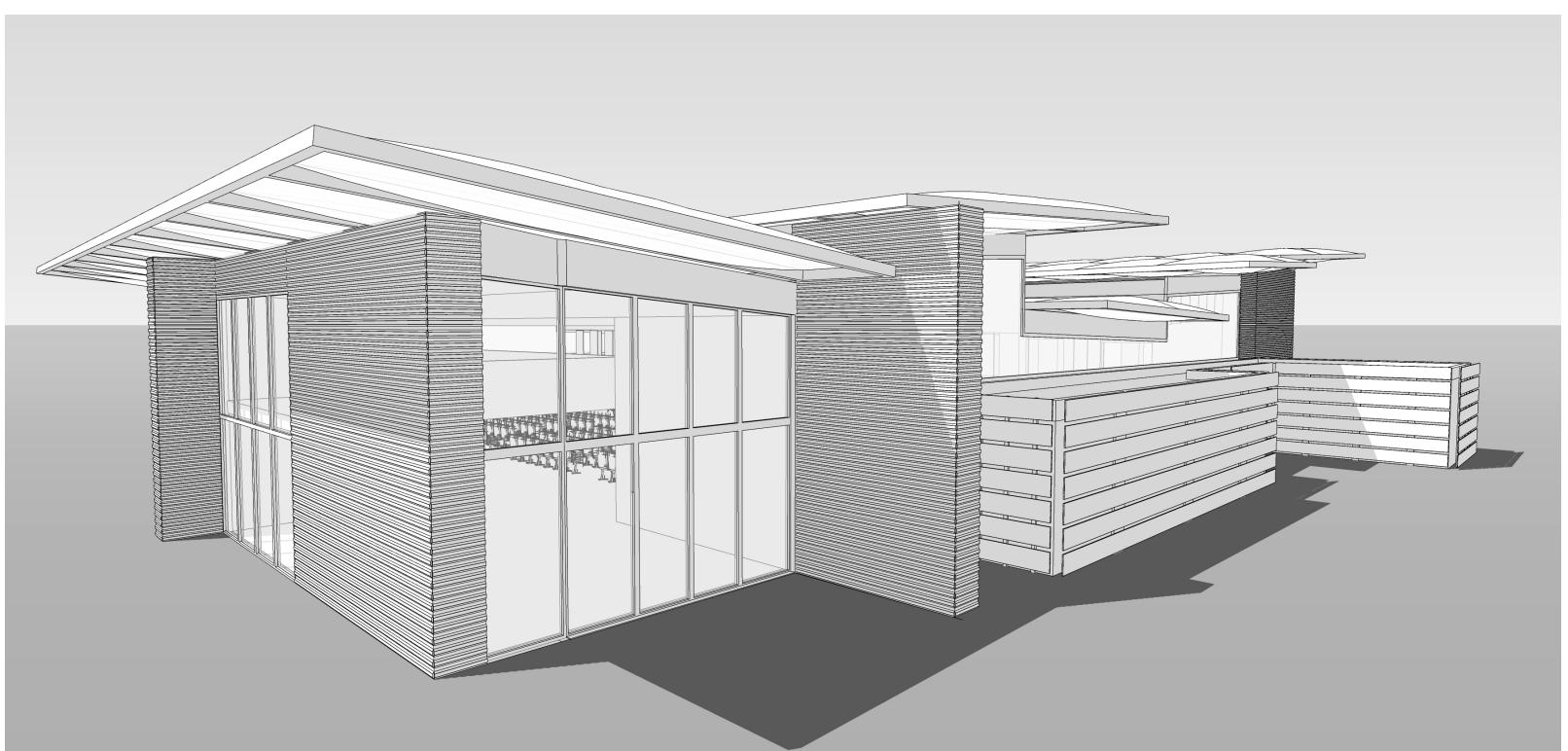
Technical details

1,200 square meters covered and air conditioned

1 foyer

3 set-ups:

- A) Room for 800 people theater style with stage 24x7.5 m
- B) Room for 500 people theater style with stage 24x7.5 m
 - + 2 rooms for 100 people theater style
 - + 1 banqueting catering area
- C) room set up for catering in multiple configurations



■ services ■ stage

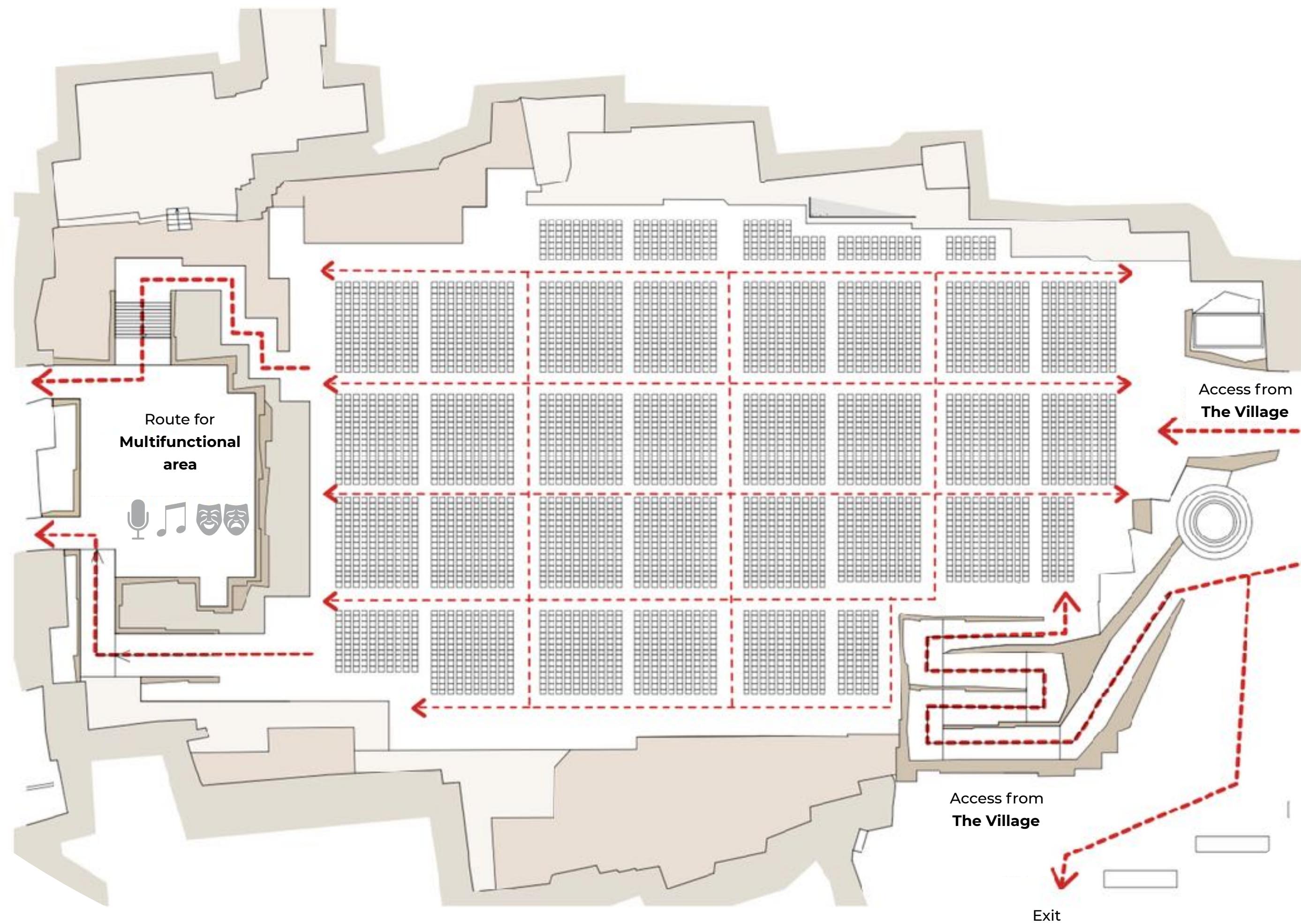
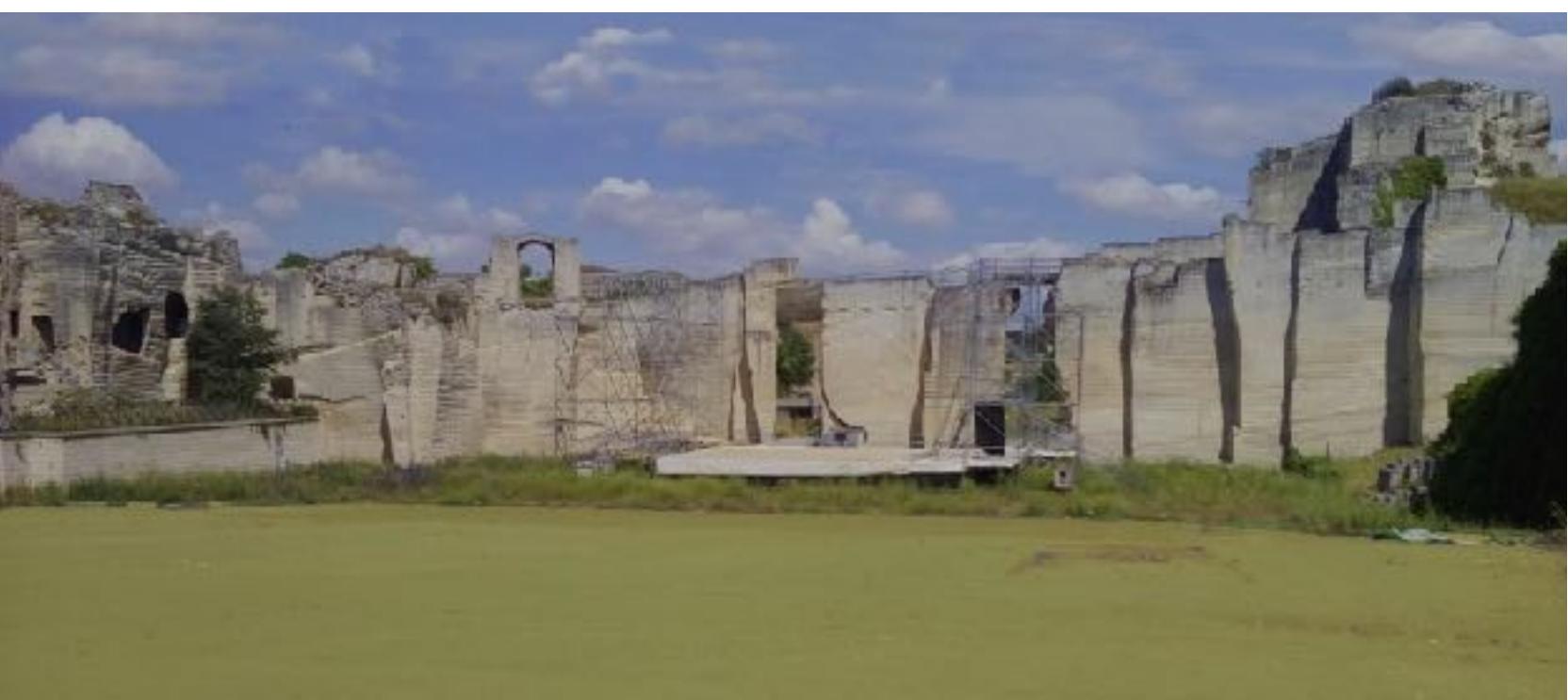
C A V A D E L S O L E M A T E R A



The Arena

T e c h n i c a l d e t a i l s

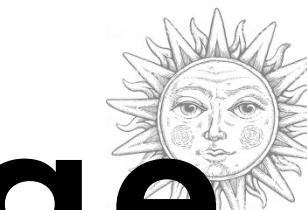
- 5,000 square meters of open air surface
 - 25x10 m permanent stage that can be personalized
 - Up to 7,000 standing people
 - Up to 4,000 seats
 - VIP area for 70 people
- Studied for: Concerts, Live Shows, TV Shows, Theatre, Conventions





CAVA DEL SOLE MATERA

The Village



Technical details

Permanent exhibition: "From the quarry to the stones"

Bistrot with 72 seats and cocktail bar area

Infopoint for tourists

Ticket office for:

- Shuttle services

- Purchase Matera 2019 passport

- Info and events booking

- Hotel reservation

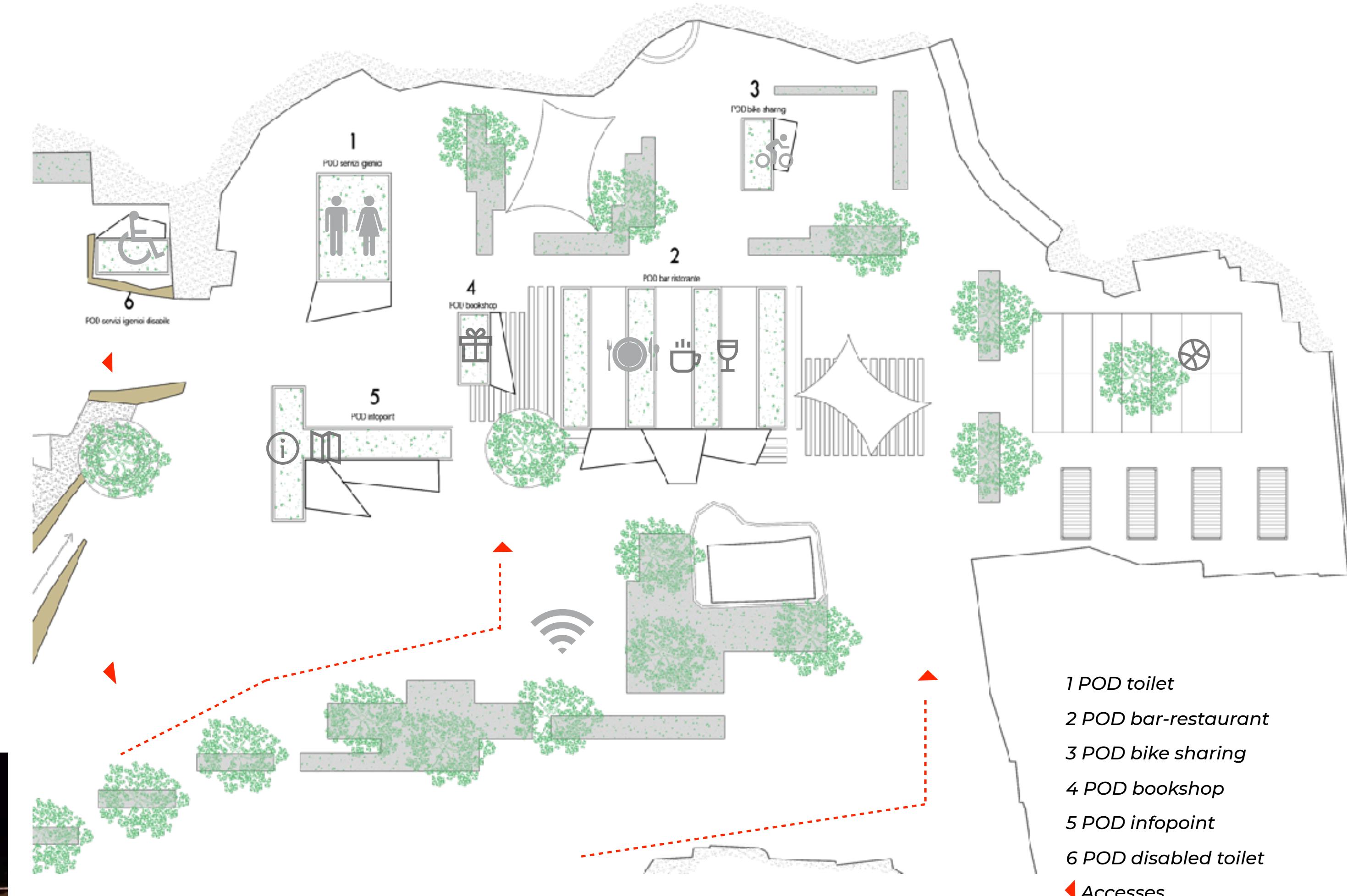
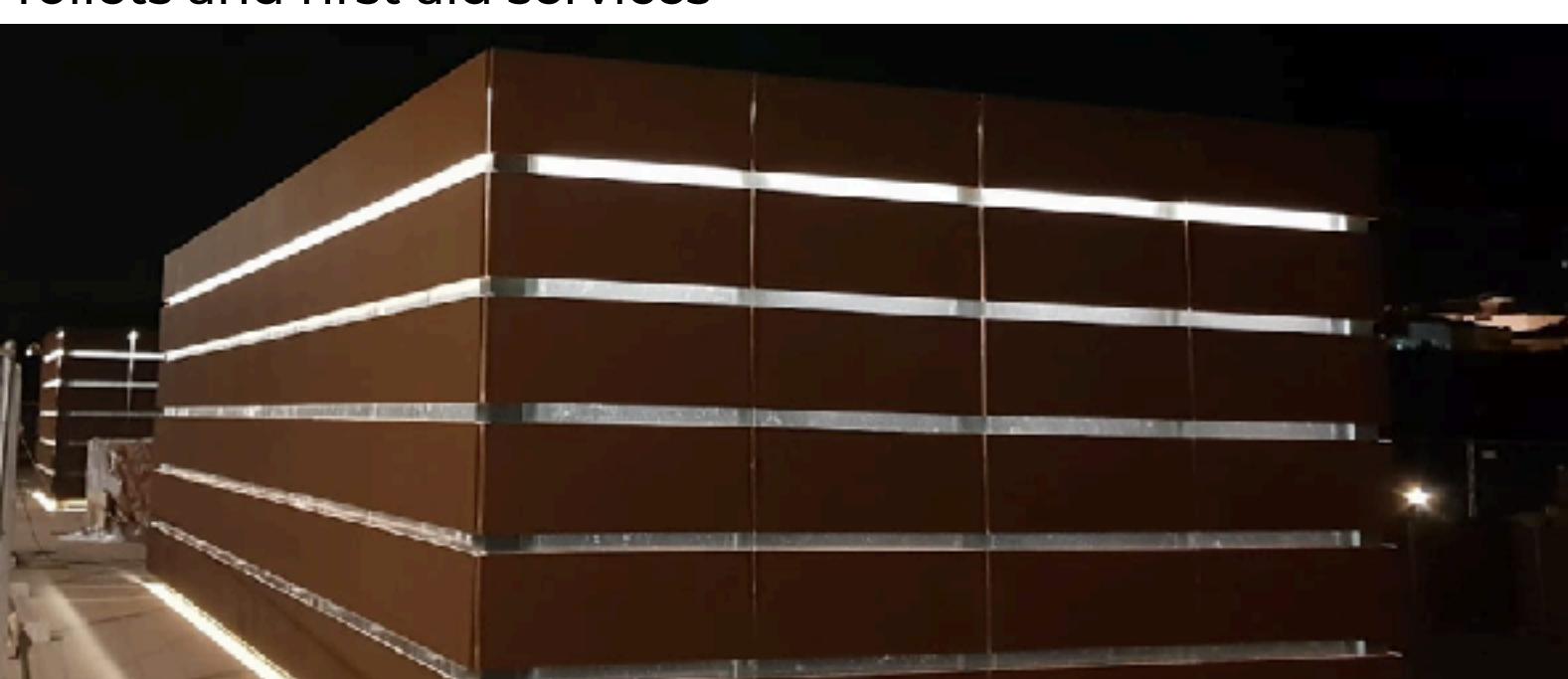
- Guided tours

- Electric vehicle rental

- Book & Gift shop

- Temporary shop and exhibit for sponsors and companies.

- Toilets and first aid services

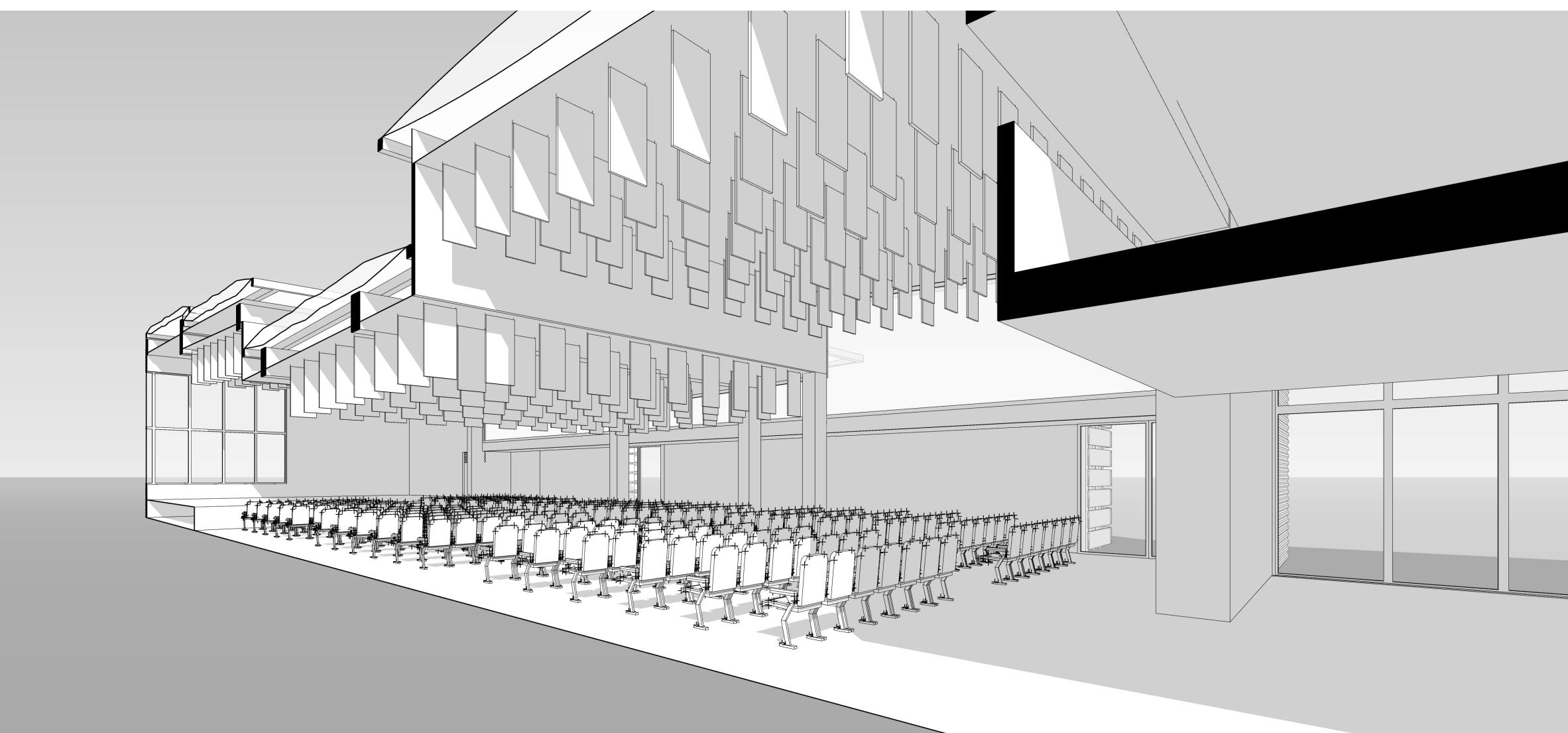
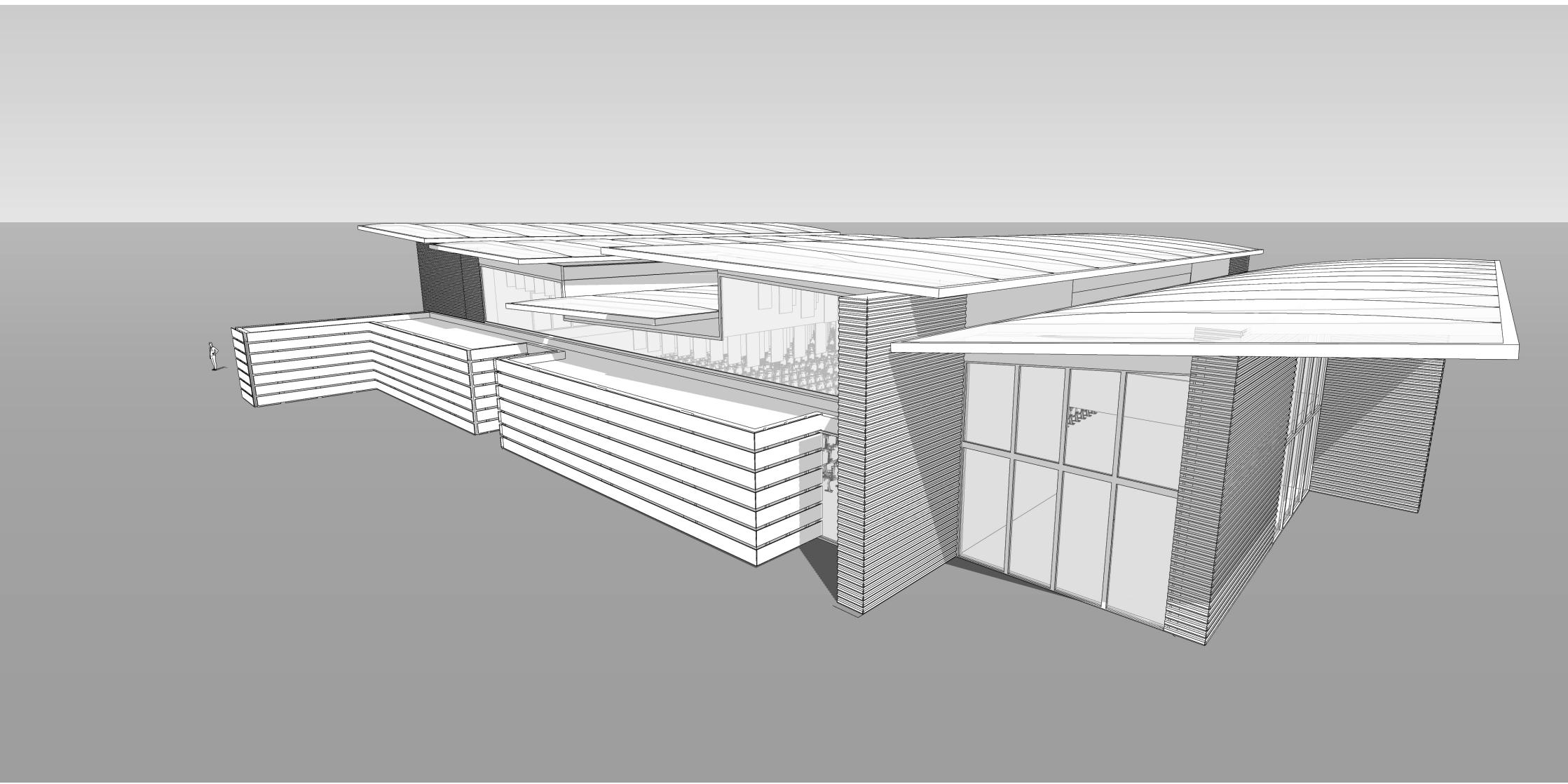


- 1 POD toilet
 - 2 POD bar-restaurant
 - 3 POD bike sharing
 - 4 POD bookshop
 - 5 POD infopoint
 - 6 POD disabled toilet
- ◆ Accesses

C A V A D E L S O L E

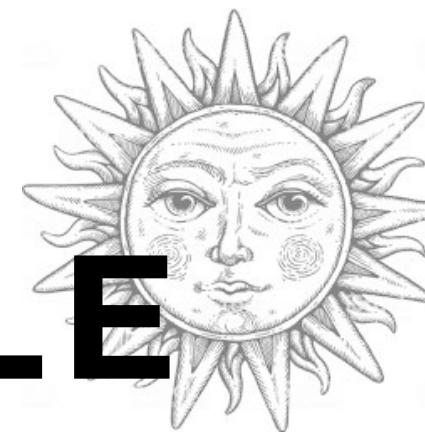
EQUIPMENT

- iGuzzini lighting project
- Project of Electric Mobility
- 5G coverage and high-speed connectivity
- Signage and communication system with interactive digital Totems
- Walking distance Parking area and shuttle service from the nearby parking lots
- 24/7 Security Service
- High quality Audio / Video / Lighting Equipment
- Personalized architectural and communication set-ups
- Private Transport service to/from the main airports and train stations
- Event Calendar in addition to the ones foreseen by the Matera 2019 Foundation
- Events planned by the Basilicata- Matera 2019 Foundation
- Media coverage of all the events
- Permanent public-shows permission



M A T E R A

CAVA DEL SOLE



A r t i s t i c d i r e c t i o n



Gianmario Longoni, Show Bees's Artistic Consultant, Company sited in Milano, constantly engaged in producing, promoting and distributing performances, shows and events expressing the most alternative way of entertainment and art. Former Artistic Director of Milano's famous and innovative Teatro Smeraldo (1982-2012). Longoni lays the foundations non only of his work, but also of his own contemporary vision of the sector of interest, on the concept of innovation and heterogeneity of the performative styles as well as the highest quality level to safeguard the respect for the audience. To demonstrate this, the Show Bees portfolio includes performances ranging from classical ballet to musica comedy, from the contemporary circus to pop-rock concerts, from the immersive expositions to the theater plays, proposing events like Notre Dame de Paris, Matthew Bourne's Swan Lake , Cirque du Soleil and Jesus Christ Superstar, just name a few. *Philosophy "We never forgot to evade the mainstream, to avoid easygoing shortcuts forgetting respect for the audience, our profession does not deal with artists, but with the audience, which is much more multifaceted than anyone else on the front opposite of the orchestra"*



Matteo Gatto, Architect, today he is the owner of Matteo Gatto associated, a creative hub of project coordination at various scales, and the Creative Director at Ega Worldwide. In 2015 he was Chief Architect of Expo Milano, where he directed the planning office (53 designers), as well as the Director of the Visitor Experience and of the Exhibition Design and the Director of the Thematic Areas. He coordinated the entire design of the Expo Milano 2015 exhibition site by signing the Master plan and the preliminary design. He was a Lecturer in Landscape Architecture at the Milan Polytechnic; graduated with honours, he obtained a doctorate in Urban Projects and Policies. Winner of awards and scholarships, he participated to workshops and international study experiences. Lecturer in the Universities of Bergamo, ETSAB Barcelona, Valladolid, ETH Lausanne, FAUTL Lisbon, HAU Hanoi, UCL London and Paris Belleville, he has displayed his researches and projects at the International Architecture Exhibition in Venice from 2002 to 2014, and in Barcelona in 2003 and in Beijing in 2006. He writes in several international magazines and periodicals.

C A V A D E L S O L E

THE ADDITIONAL PROGRAMME

Some highlights

MUSIC



To be confirmed

Rock in Matera

Summer Music Festival with
Friends & partners

Rock in'1000

Concert with video projections

THEATRE



To be confirmed

Musical

with Showbees

Blue man

with Showbees

CINEMA



To be confirmed

Movie nights

Summer outdoor movie
projections including the
participation/interview of stars
(actors, directors, set) with
showbees

SPORT



To be confirmed

Sports for culture

Talks with great athletes who
have written a book or a
biography

With StarBizz

C A V A D E L S O L E

COMMUNICATION PLAN

- the Foundation's communication plan
- Cava del Sole website
- Cava del Sole Social channels: Facebook, Instagram, Twitter
- Press office and digital PR activities
- Media coverage of the Media partners (TRM network, RTL, 102.5)
- Internal communication system of the Cava
- Branding of structures and prints of the Cava del Sole
- Branding of the shuttle busses and E-Mobility system
- Digital totems inside the airports of Apulia (Bari/Brindisi)
- Communication and marketing devices of the Ticketing partner



C A V A D E L S O L E

RENTAL OPPORTUNITIES

1	2	3	4	5	6
Entire Location Village Arena Hall	Arena plus Village Arena	Village Restaurant area of the Village	Hall plus Hall Arena stage with cristal tensile structure	Shared Exhibit area Temporary space 3x3m in the Village	Exclusive Exhibit area Exclusive use of a prefabricated box (the Pod) 6x3 m in the Village

The Hostess/Steward services, nice Architectonic communication setups, Audio/Video/Lighting requests are exclusive supplies of the Consortium (temporary group of companies in charge of the Cava for 4 years)

C A V A D E L S O L E

SPONSORSHIP OPPORTUNITIES

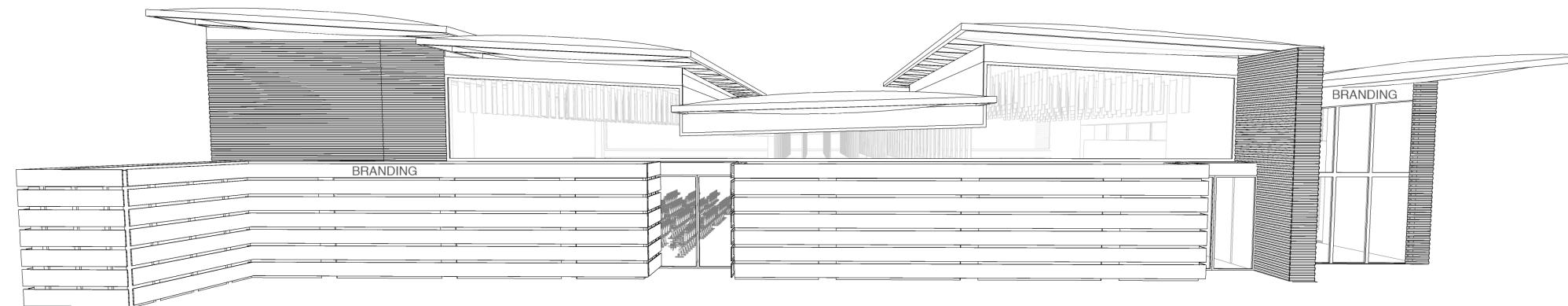
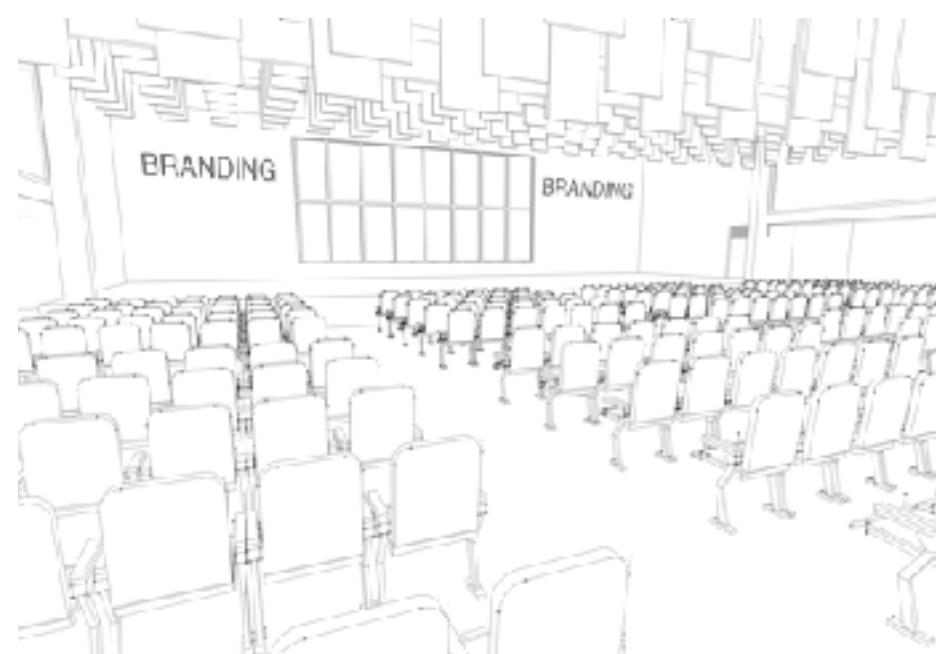
Name Sponsor	Main sponsor	Official sponsor	Sponsor
<p>Naming of the sponsor on all the communication documentation of the Foundation, Broadcasting on Rai, Sky, Mediaset, International Broadcast channels. Availability of a dedicated space in the Village area for temporary stores, exhibitions, offer of services, etc.</p> <p>Visibility of the company logo on all the Cava del Sole communication devices, including internal communication supports.</p> <p>Free Rent of the entire Location for 2 events per year (2 days set-up + 2 days of event + 1 dismantling)</p>	<p>Availability of a dedicated space in the Village area for a temporary store, exhibitions, offer of services, etc.</p> <p>Visibility of the company logo on all the Cava del Sole communication devices, including internal communication supports.</p> <p>Free Rent of the Village + Hall (or the Arena) for 2 events per year (2 days set-up + 2 days of event + 1 dismantling)</p>	<p>Availability of a dedicated space in the Village area for a temporary store, exhibitions, offer of services, etc.</p> <p>Visibility of the company logo on all the Cava del Sole communication devices, including internal communication supports.</p> <p>Free Rent of the Village + Hall (or the Arena) for 1 event per year (1 day set-up + 1 day of event + 1 dismantling)</p>	<p>Visibility of the company logo on all the Cava del Sole communication devices, including internal communication supports.</p> <p>Free Rent of the Village + Hall (or the Arena) for n.1 event per year (2 days set-up + 2 days of event + 1 dismantling)</p>

The Benefits of each sponsorship formula will be defined based on a project personalised for each interested sponsor, mixing the visibility in the communication plan of the quarry, the use of the areas, the sponsorship of single events, the assignment of the creation and organisation of an event

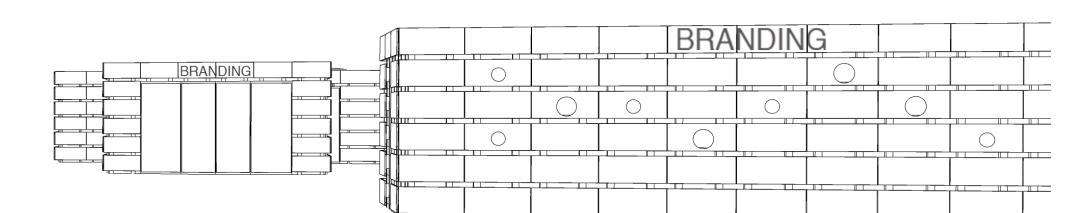
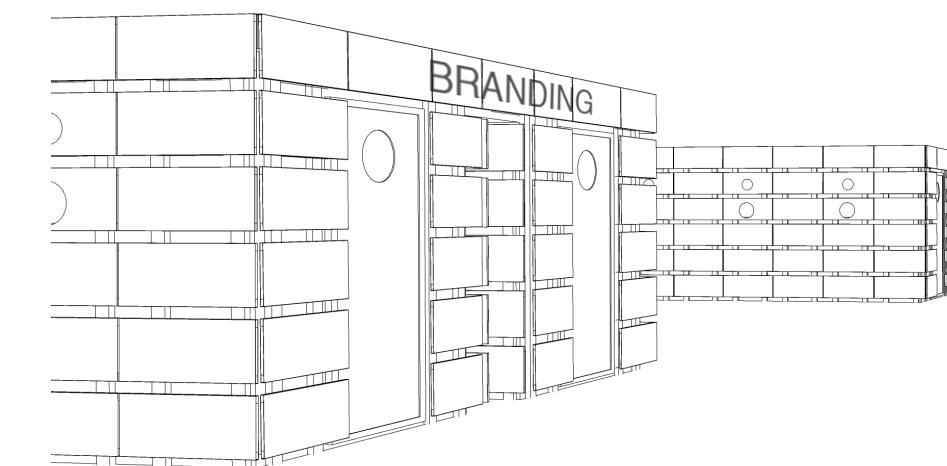
CAVA DEL SOLE

SPONSORSHIP OPPORTUNITIES

The Hall



The Village



The Arena





C A V A D E L S O L E

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